

Message Text

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PAGE 01 TURIN 00083 01 OF 02 231212Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----129252 231218Z /11

R 231200Z FEB 78
FM AMCONSUL TURIN
TO USDOC WASHDC
INFO SECSTATE WASHDC 0838
AMEMBASSY ROME
AMCONSUL FLORENCE POUCH
AMCONSUL GENOA POUCH
AMCONSUL MILAN POUCH
AMCONSUL NAPLES POUCH
AMCONSUL PALERMO POUCH
AMCONSUL TRIEST POUCH

UNCLAS SECTION 1 OF 2 TURIN 0083

E.O. 11652: N/A
TAGS: BTRA, IT
SUBJ: FOREIGN BUYER PROGRAM (FBP) RESULTS OF PROMOTION OF
VISIT TO CHICAGO FOOD PROCESSORS EXPOSITION (FEB.
10-15, 1978)

REF: A. TURIN 0043
B. TURIN 0049
C. TURIN 0073
D. ROME 3138
E. A-5757 DATED NOV. 30, 1976

1. DR. GUIDO DONATI, MANAGER OF TURIN "HOTELPLAN" TRAVEL
AGENCY WHO ACTED AS TOUR LEADER FOR GROUP OF LOCAL BUSINESS-
MEN WHO ATTENDED SUBJECT SHOW, CONTACTED US UPON HIS RETURN
TO REPORT "QUALIFIED SUCCESS" THIS TRIP ORGANIZED BY DONATI
AND CONSULATE UNDER FOREIGN BUYER PROGRAM (FBP) (REFS A,B & C).

2. BECAUSE OF FULLY AGREE WITH PARA.S REF. D, WHICH
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DESCRIBES FBP AS "MOST EFFECTIVE TOOL FOR ATTRACTING
PROFITABLE VISITORS TO THE U.S." (UNDER CAMPAIGN NO. 5 OF
PRELIMINARY C.C.P. FY-1980 INPUT FOR ITALY), WE BELIEVE
FOLLOWING FIRST-HAND IMPRESSIONS VOICED BY DONATI MAY
SERVE AS USEFUL POINTERS TOWARD IMPROVING OVERALL
EFFICIENCY OF PROGRAM (WE REALIZE THIS IS ONLY ONE SIDE OF
THE STORY AND WOULD WELCOME ANY CORRECTIONS.)

3. REF. E, AS WELL AS BROCHURES AVAILABLE ON SUBJECT SHOW, DID NOT CLEARLY INDICATE EXHIBITS WOULD COVER ALMOST EXCLUSIVELY FRUIT AND VEGETABLE PROCESSING EQUIPMENT. AS A RESULT, TURIN VISITORS WHO WERE MOSTLY INTERESTED IN MEAT-PROCESSING FACILITIES (AS WE NOTED IN OUR CABLES) SHOWED SOME DISAPPOINTMENT.

COMMENT: IT WOULD HAVE BEEN MUCH PREFERABLE, UPON RECEIPT OF OUR REFS A AND B, TO HAVE RECEIVED IN RETURN TIMELY CLARIFICATION IN THIS RESPECT TO AVOID UNDESIRABLE MISUNDERSTANDINGS. CAN ATTEMPTS BE MADE FOR FUTURE SHOW LITERATURE TO INCLUDE MORE SPECIFIC INFORMATION ON PRODUCT LINES DISPLAYED? E.G., COVER PAGE OF EXHIBITORS LIST COULD (SHOULD) CLEARLY HAVE HIGHLIGHTED FRUIT AND VEGETABLE PROCESSING EQUIPMENT AS BASIC FEATURE OF SHOW.

4. ASSISTANCE OFFERED BY CHICAGO EXHIBITION INTERNATIONAL BUSINESS CENTER AND USDOC FIELD OFFICE "LEFT MUCH TO BE DESIRED," SAID DONATI. WHILE ALL REPRESENTATIVES PROVED "EXTREMELY COURTEOUS AND ACCOMMODATING, THEY APPEARED HAMPERED BY A LACK OF INFLUENCE AND PROPER CONTACTS IN LOCAL BUSINESS CIRCLES."

A. IN ONE INSTANCE (COLONIAL BEEF CORP., PHILADELPHIA, MENTIONED IN PARA. 2, REF. C), FIELD OFFICE PERSONNEL -- UNCLASSIFIED

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DESPITE SEVERAL WELL-MEANING EFFORTS -- WERE ULTIMATELY UNABLE TO OBTAIN APPROVAL FOR FACTORY TOUR. BY APPLYING TO LOCAL LABOR UNION CONTACTS, THROUGH PRIVATE MEDIATION, AN APPOINTMENT WAS INSTEAD IMMEDIATELY SECURED."

B. IN ANOTHER INSTANCE MS. TERRY RETTIG OF USDOC, WASHINGTON (CONTACTED BY DONATI BY PHONE FROM NEW YORK), "VERY COOPERATIVELY" ORGANIZED VISIT TO PHILADELPHIA COMPANY. DONATI HAD REQUESTED A VISIT TO A "SIGNIFICANT MEAT-PACKING ESTABLISHMENT." HOWEVER, IN DONATI'S OPINION, ENTERPRISE TURNED OUT TO BE "ONE OF MANY ORDINARY SAUSAGE-PROCESSING FIRMS SUCH AS WE HAD ALREADY VISITED."

C. FINALLY, CHICAGO FIELD OFFICE INFORMED DONATI THAT NO SLAUGHTERING ESTABLISHMENT LOCATED IN CHICAGO AREA. SUBSEQUENTLY, IN NEW YORK, DONATI AND TURIN BUSINESSMEN MET WITH OTHER ITALIAN VISITORS WHO "CANDIDLY REPORTED THEY HAD JUST VISITED TWO INTERESTING SLAUGHTER-HOUSES IN CHICAGO." FACT OBVIOUSLY CREATED EMBARRASSMENT. CORRECTION. PARA 2, LINE 1 READ: BECAUSE WE FULLY...

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----129529 231255Z /42

R 231200Z FEB 78
FM AMCONSUL TURIN
TO USDOC WASHDC
INFO SECSTATE WASHDC 0839
AMEMBASSY ROME
AMCONSUL FLORENCE POUCH
AMCONSUL GENOA POUCH
AMCONSUL MILAN POUCH
AMCONSUL NAPLES POUCH
AMCONSUL PALERMO POUCH
AMCONSUL TRIESTE

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..... EMBARRASSMENT.

5. CHICAGO FIELD OFFICE REPRESENTATIVES INFORMED DONATI THAT WHILE 10 FAM DOES PROVIDE FOR SPECIAL ASSISTANCE (OCCASIONALLY INCLUDING TRANSPORTATION) BY FIELD OFFICES, THIS CANNOT BE FURNISHED IN PRACTICE BECAUSE OF BUDGETARY RESTRICTIONS.

COMMENT: DOES THIS APPLY TO A FEW USDOC FIELD OFFICES ONLY OR IS IT SO WIDESPREAD AS TO JUSTIFY SOME CHANGES IN FAM MANUAL WORDING? MOREOVER, IN REPLY TO OUR ORIGINAL QUERY RE TRANSPORT (REF. A OF JAN. 26), IT WOULD HAVE BEEN HELPFUL TO HAVE HAD USDOC AND/OR FIELD OFFICE RESPONSE IN USDOC 02689 OF FEB. 9.

6. CHICAGO INTERNATIONAL BUSINESS CENTER REPRESENTATIVES ADVISED DONATI AGAINST ORGANIZING ANOTHER TRIP FROM TURIN IN CONNECTION WITH FBP-DESIGNATED "NATIONAL HARDWARE SHOW"
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(AUG. 14-17, 1978). HOWEVER, THEY ENCOURAGED HIM TO BRING

VISITORS TO "NATIONAL HOUSEWARES EXPOSITION" (JULY 1-13, 1978) WHICH IS NOT LISTED AMONG FBP TARGET SHOWS (REF.E).

COMMENT: SHOULD FBP EFFORTS NOT BE COORDINATED ON MORE EXTENSIVE BASIS SO AS TO RECEIVE DIRECT SUPPORT FROM SHOW ORGANIZERS?

7.TURIN PRIORITY CABLE (REF. C) TO SECSTATE (INFO USDOC) DATED FEB. 10, MARKED FOR IMMEDIATE DIRECT RELAY TRANSMISSION TO CHICAGO FIELD OFFICE, HAD NOT YET BEEN RECEIVED IN CHICAGO FIELD OFFICE BY FEB. 15 (DATE OF GROUP S DEPARTURE FOR NEW YORK). FORTUNATELY, WE HAD FURNISHED DONATI WITH PHOTOCOPY OF SAME WHICH HE SHOWED INTERESTED PARTIES.

COMMENT: WE WOULD APPRECIATE ADVICE RE DELAY AND SPECIFIC CORRECTIVE SUGGESTIONS IN CASE THERE WAS A PROBLEM IN THE MANNER OF OUR CABLE PREPARATION. WHILE WE LISTED FIELD OFFICE TELEPHONE NO. IN OUR CABLE, WE COULD NOT LOCATE TELEX NO. DO FIELD OFFICES HAVE TELEX NUMBERS? IF SO, SEND US A LIST.

8. THE TURIN END.

A. AS THIS WAS FIRST CONSULATE/TRAVEL AGENCY FBP EFFORT, WE LEARNED LESSON OF DOING ALL IN OUR POWER TO PROVIDE EARLIER WARNING TO USDOC AND CHOSEN SHOW. REF. E PARA. 3 C, REQUIREMENT TO SEND FOREIGN BUYERS LIST TO WASHINGTON 45 DAYS PRIOR TO THE SHOW IS DIFFICULT TO MEET WHEN ATTEMPTING TO ORGANIZE GROUP VISITS (WHICH MORE ECONOMICAL AND THEREFORE MORE ATTRACTIVE GIVEN GROUP TRAVEL DISCOUNTS) WITH USUAL INDIVIDUAL CHANGES IN PLANS ON PART OF GROUP S INTENDED PARTICIPANTS. WE WERE ABLE TO CABLE GROUP LIST 13 DAYS PRIOR TO SHOW AND WILL PUSH FOR EARLIER NOTIFICATION
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FOR OUR NEXT FBP PROMOTION FOR GROUP VISIT.

B. WE HOPE FOR MORE RAPID COMMUNICATIONS IN THE FUTURE.
USDOC RBYQ
RANOIHOSAMKUFNWUCP#(REQUESTING PRIORITY REPLY)
TOOK 14 DAYS. HOW CAN WE CABLE DIRECTLY TO FIELD OFFICES (WITH INFO TO USDOC)?
WRIGHT

NOTE BY OC/T: #PARA. 8.B. AS RECEIVED.

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Message Attributes

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Disposition Approved on Date:
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Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
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Executive Order: N/A
Errors: N/A
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Review Media Identifier:
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